

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

AD#BENT62-D2 REQ#M23206 REVISED "DENIC DECLASSIFIED" PG 4/C BLD (8-3/4 X 11-1/2) TEST MAGAZINE

Printed in U.S.A.

ARIZONA, 1991

NEW FROM BENSON & HEDGES!

DE-NIC[®] DE-CLASSIFIED

DE-NICOTINED TOBACCO
THE SMOOTH TASTE OF A LIGHT

A NICOTINE EXTRACTION PROCESS
UNLOCKED THE SECRET TO
CREATE BENSON & HEDGES DE-NIC[®]

THE ONLY CIGARETTE MADE FROM
DE-NICOTINED TOBACCO, SO THERE'S LESS THAN
61 MG OF NICOTINE.

A SMOKEABLE CIGARETTE, WITH THE
SMOOTH TASTE OF A LIGHT.

REGULAR AND MENTHOL, KINGS AND 100'S.

BENSON & HEDGES

De-Nic[®]

REDUCED POTENTIAL NICOTINE CONTENT
COMPARED TO CIGARETTE WITH 1.0 MG NICOTINE, KING SIZE
AND 100'S. TASTE © LEO BURNETT

ONLY AVAILABLE IN ARIZONA

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

9 mg "tar," 0.1 mg nicotine av.
per cigarette by FTC method.

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